

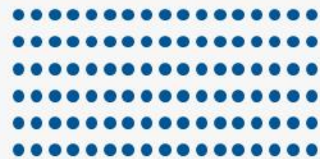


1


职场通用篇 (第二版)

新素养英语 基础模块




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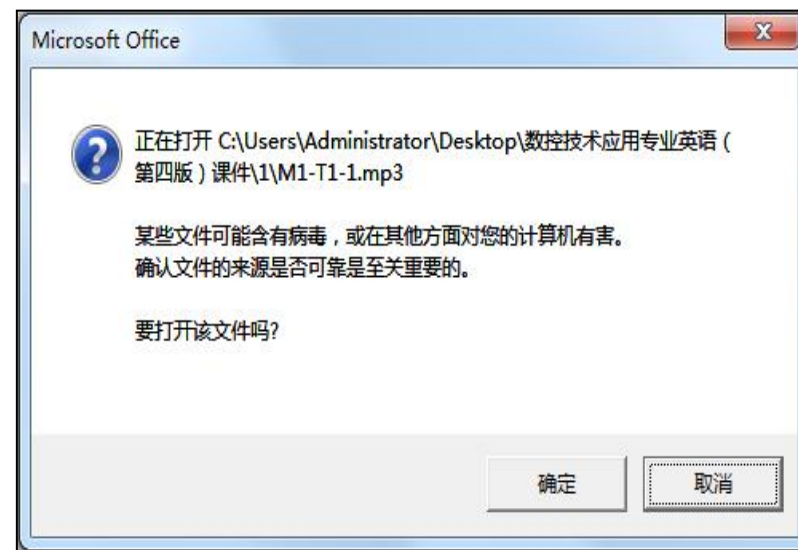


课件使用引导

1. 如有“”音频图标按钮，可点击该按钮，调用外链音频文件进行播放。

注意：当调用外链文件弹出阻止对话框时，请点击“确定”按钮。

2. 在全屏播放课件时，如要切换出音频播放界面，可按  十  键，或按  键调出导航栏，点击音频播放器即可。



● Learning Objectives:

In this unit, you will

- ◎ deal with customer feedback and talk about product quality and service quality;
- ◎ read about corporate mission, vision and core values;
- ◎ write a reply email to customer feedback;
- ◎ expand your vocabulary of corporate social responsibility;
- ◎ comprehend the meaning of honesty and trustworthiness in Chinese traditional culture.

Unit 7

Let's Talk About Product Quality and Corporate Mission





目录

CONTENT

Enlightening

Enabling

Evaluating





01

Enlightening



What makes you loyal to a brand?



Task 1

A mission statement is used by a company to explain, in simple and concise terms, its purpose for being. Find the appropriate brand for each of the following mission state-ments.

Google

- 1 Organize the world's information and make it universally accessible and useful.

SOUTHWEST AIRLINES

- 2 Connect people to what's important in their lives through friendly, reliable, and low-cost air travel.

Li Ning

- 3 Through sports, we inspire in people the desire and power to break through.

Honest tea

- 4 To create and promote great-tasting, healthy, organic beverages.

Huawei

- 5 Our mission is to bring digital to every person, home and organization for a fully connected, intelligent world.





What makes you loyal to a brand?



Are there any other companies you are interested in? Search their websites and see what their missions are.





What makes you loyal to a brand?



Task 2

Brand loyalty is the decision of a consumer for purchasing a particular brand again and again. What makes you loyal to your favorite brands? Is it the product quality, service, or the company's mission? Talk about your ideas with your classmates.



What makes you loyal to a brand?

I am loyal to a brand that _____.
For example, I like _____ because _____.



What makes you loyal to a brand?



举例



I'm loyal to a brand that...

produces quality products

provides good service

is innovative

supports communities

takes up social responsibilities

...

For example, I like Li Ning because...

their prices are reasonable

the design is good

the quality is superb

their sportswear is comfortable

they help schools in poor areas

...





I'm loyal to a brand that produces quality products. For example, I like Li Ning because their quality is superb.

I'm loyal to a brand that provides good service. For example, I like to buy Haier products because their aftersales service is good.

I'm loyal to a brand that takes up social responsibilities. For example, I like Li Ning because they help schools in poor areas.



What makes you loyal to a brand?



Task 3

If you want to build brand loyalty, you must deliver high quality products and service. Also, excellent after-sales service is vital because it means your company is honest and reliable. Do you know how to do your job successfully if you are working in the Customer Service Department and deal with customer complaints? Think about what you will do in the following situations.

- I need to comfort an angry customer.
- I need to report the problem to related personnel.
- I need to contact the customer again and make arrangements to solve the problem.



The background of the slide is a photograph of a cityscape. On the left, there is a large, ornate Gothic building with many windows and a tall spire. In the foreground, a multi-arched stone bridge spans across a river. A red double-decker bus is visible on the bridge. The sky is blue with scattered white clouds.

02

Enabling



Let's listen and speak!



Task 1

How do we ensure the quality of our products?

Teresa Johnson is a new employee and she wants to learn more about the manufacturing process in the company. Listen to the conversation and choose the best answer to complete each statement.



原文

- 1 Teresa works in the b .
- 2 Stephen works in the e .
- 3 The a provides orders from customers to Stephen.
- 4 They have around ten b .
- 5 The c works with the suppliers to ensure the quality of the raw materials.

- a Sales Department
- b Customer Service Department
- c quality control group
- d main suppliers
- e Manufacturing Department





Teresa: Good morning, Stephen. My name is Teresa Johnson, and I am the new person in the Customer Service Department.

Stephen: Good morning, Teresa. What can I do for you?

Teresa: As a new person, I need to understand more about the manufacturing process in order to respond to customer feedback. So, I wonder whether I can ask you some questions about the manufacturing process in your department now.

Stephen: OK, where do you want to start?

Teresa: Well, please describe the production flow in your department.

Stephen: OK. The Sales Department provides us with orders from customers. Then, we order raw materials from our suppliers. Once the materials arrive at our plant, we will check them carefully. They will go through five different processes before they become finished goods.

Teresa: How many suppliers do we deal with?

Stephen: We have around ten main suppliers.

Teresa: How do you control the quality of the purchased materials?

Stephen: My quality control group works very closely with our suppliers to make sure that they meet our quality requirements.

Teresa: Yeah. That sounds reasonable.



Let's listen and speak!



How do we ensure the quality of our products?



Task 2

Teresa and Stephen continue to talk about how to ensure the quality of products. Listen to the recording and fill in the blanks with proper words. Role-play this conversation with your partner.

Teresa: How do you make sure that we only ship good products to our (1) customers ?

Stephen: My employees are always reminded that product (2) quality is Number One priority. We adopt the continuous (3) improvement spirit.

Teresa: What's that?

Stephen: It means we evaluate our (4) operating results very often and try to do our (5) best in our job. And, those posters on the wall also help.

Teresa: Yeah, I saw the (6) posters just now. Nothing But Excellence.





Let's listen and speak!



Stephen: Yes. So we always pursue (7) excellence in our job.

Teresa: Is there anything else?

Stephen: Yes. We have quality (8) control tests to check our products.

Teresa: OK. I think I've got enough (9) information for now. I might come back and bother you again if I have more (10) questions. Thanks a lot for your help, Stephen.

Stephen: Any time, Teresa. You know where I am.





Let's listen and speak!



Try to summarize how the company ensures the quality of products and practice discussing the methods of quality control.





Useful Expressions

Asking Questions

- How do you make sure that...
- What's that?
- Is there anything else?
- What are the steps of...
- Is there anything else?





Let's listen and speak!



Ensuring Quality

- I always remind my employees that...
- We adopt the continuous improvement spirit.
- We evaluate ... very often.
- We have quality control tests to...
- I always motivate my employees to do our best.





Let's listen and speak!

原文



Task 3

Listen to the company overview of BYD and its mission. Fill in the blanks with proper words. Then practice introducing a company with the useful expressions in the passage.



BYD is a (1) high-tech company devoted to technological innovations for a better life. BYD was (2) founded in February 1995, and after more than 20 years of fast growth, the company has (3) established over 30 industrial parks worldwide and has played a (4) significant role in industries related to electronics, automobiles, and new (5) energy.

We are dedicated to (6) promoting technological innovations for a better life. During the daytime, solar farms capture the power of (7) sunshine; at night, energy storage systems (8) deliver power to families. Electric (9) vehicles run on the streets with zero emissions and zero pollution. We provide more possibilities for a better life. We see a new energy future (10) approaching. This is the mission of BYD, and the green dream of all mankind.





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Let's read!



Quality is the best strategy for success.

译文



Reading 1

Nongfu Spring: Philosophy and Mission

- 1 **Founded** in 1996, Nongfu Spring is China's largest packaging water supplier, holding the largest market share, and is one of the top 20 drinks companies in China.
- 2 Since its foundation, Nongfu Spring has always strictly stuck to a “natural and healthy” **philosophy**. It creates natural and healthy products that keep to the highest industry standards in China and overseas.
- 3 The **mission** of Nongfu Spring is to provide consumers with long-term natural health service. In order to ensure a continuous supply of high-quality natural water, Nongfu Spring has a unique strategic **vision** and lays out ten high quality natural water sources in China.





农夫山泉：信条与使命

1 农夫山泉成立于 1996 年，是中国最大的瓶装水供应商，拥有最大的市场份额，是中国 20 强饮料公司之一。

2 自成立以来，农夫山泉始终坚持“自然健康”的理念。它制造出符合中国和海外最高行业标准的天然健康产品。

3 农夫山泉的使命是为消费者提供长期的天然健康服务。为了确保优质天然水的持续供应，农夫山泉拥有独特的战略眼光，规划了中国十大优质天然水源。



Let's read!

译文



- 4 Nongfu Spring is **committed** to continuously improving the automation level of the production line and introducing the world's leading production equipment. Now the company has fully automated production lines. The entire production process, from bottle blowing, filling to packaging, does not require the presence of production **personnel**.
- 5 Nongfu Spring is continuously innovating and **diversifying** its product offerings. In addition to drinking water, it has **launched** ready-to-drink tea, functional drinks, fruit juice, plant **protein** drinks, coffee and fruits from its own planting bases.
- 6 Nongfu Spring's product quality assurance system covers raw materials, R&D, manufacturing and sales channels. With its unique strategic water sources planning and perfect production management system, Nongfu Spring is keeping its commitment to quality products and has fulfilled its promise to be the “**Porter of Nature**”.





4 农夫山泉致力于不断提高生产线的自动化水平，引进世界领先的生产设备。现在公司拥有全自动生产线。从吹瓶、灌装到包装的整个生产过程不需要生产人员在场。

5 农夫山泉不断创新，使其产品种类多样化。除了饮用水，它还推出了即饮茶、功能饮料、果汁、植物蛋白饮料、咖啡以及产自自己种植基地的水果。

6 农夫山泉的产品质量保证体系涵盖原材料、研发、制造和销售渠道。农夫山泉凭借其独特的战略水源规划和完善的生产管理体系，恪守着优质产品的承诺，履行了“大自然的搬运工”的承诺。



Let's read!



Words and Expressions



found /faʊnd/ v. 创建, 创办
philosophy /fə'ləsəfi/ n. 信条; 人生哲学
mission /'mɪʃn/ n. 使命
vision /'vɪʒn/ n. 远见卓识, 眼力
committed /kə'mɪtɪd/ a. 坚定的; 尽心尽力的
personnel /ˌpɜ:sə'nel/ n. 职员, 全体人员
diversify /daɪ'vɜ:sɪfaɪ/ v. 使多样化
launch /lɔ:ntʃ/ v. 上市, 发行
protein /'prəʊti:n/ n. 蛋白质
porter /'pɔ:tə(r)/ n. 搬运工





Let's read!



Quality is the best strategy for success.

Task 1 Comprehension Check

Choose the best answer to fill in the blank in each statement below.

1. Nongfu Spring _____ in the drinks market in China.

A. is a leading company

B. ranks the 20th

C. holds 20 percent of the market share

D. is the first established company





Let's read!



2. The following statements are true about Nongfu Spring EXCEPT _____.
- A. it sticks to the highest industry standard in China and abroad
 - B. its philosophy focuses on providing natural and healthy products to consumers
 - C.** the company's mission is to protect natural water sources in China
 - D. the layout of high-quality water sources helps ensure the quality of its products





Let's read!



3. The company's production lines _____.
- A. require a lot of production workers
 - B. are fully automated
 - C. do not require the presence of maintenance personnel
 - D. are out of date and need to improve the automation level
4. In the fifth paragraph, several types of drinks are mentioned in order to _____.
- A. advertise the company's diversified products
 - B. show that the company is innovative
 - C. demonstrate the company's production capabilities
 - D. show that the company has diversified production lines





Let's read!



5. It can be concluded from the last paragraph that Nongfu Spring _____.
- A. needs to develop a perfect management system
 - B. has diversified sales channels
 - C. is committed to diversifying its products
 - D. has a strict product control system





Let's read!



Task

2

Vocabulary Focus

Fill in the blanks in the following sentences with the words in the box. Change the form if necessary.

personnel

mission

philosophy

protein

diversify

1. The mission of International House is to enable students of different cultures to live together and build life-long friendships.
2. Fish is a rich source of protein.
3. Farmers are being encouraged to diversify into new crops.
4. The idea that you should treat others as you would like them to treat you is a fine philosophy of life.
5. Professional training of medical personnel is impossible without a sound general education system.





Let's read!



Quality is the best strategy for success.

Task 3 Grammar Drill

Complete each sentence using the correct tense of the verb in brackets.

1. The factory _____ (adopt) an effective management system in order to raise productivity.

has adopted

2. When I was in high school, the teachers always _____ (provide) us with enough learning materials to study.

provided





Let's read!



3. I _____ (promise) to do it and I never break my word.

have promised

4. The company _____ (launch) the smaller car model for city driving last year.

launched

5. Up to the present everything _____ (be) successful.

has been





Let's read!



Quality is the best strategy for success.

Grammar Notes

一般过去时和现在完成时的区别

- ◆ 一般过去时表示过去某个时间发生的动作或存在的状态，其影响没有持续到现在。
- ◆ 现在完成时表示过去的动作或状态持续到现在，或对现在造成影响，可能持续发生下去。它的构成是：主语 + 助动词 (have/has) + 动词的过去分词





Let's read!



Quality is the best strategy for success.

Task 4 Translation Practice

Translate the words in brackets to complete the following sentences.

1. The company is committed to providing equal working opportunities.
(致力于)
2. Why did we lose so much of the market share? (市场份额)
3. These trees provide the raw material for high-quality paper. (原材料)
4. Though there was only a small chance to win the game, all of the team members chose to stick to the end.(坚持)
5. The company was founded back in 1947.(成立)





Let's read!



Quality is the best strategy for success.

Task 5 Text Summary

Summarize the text with the help of the useful expressions.

【例文】

Founded in 1996, Nongfu Spring is China's largest packaging water supplier. Since its foundation, Nongfu Spring has strictly stuck to a "natural and healthy" philosophy. The mission of Nongfu Spring is to provide consumers with long-term natural health services. The company is committed to improving the automation level of the production line and is constantly diversifying its products. With its unique strategic water sources planning, the company is commitment to quality products.





Quality is the best strategy for success.



Useful Expressions

- Founded in ...
- ... is China's largest supplier of ...
- ... has strictly stuck to ... philosophy.
- The mission of ... is to ...
- In order to ensure ...
- ... is committed to improving ...
- ... is constantly innovating and diversifying ...
- With its unique strategic planning ...
- ... is keeping its commitment to ...





Let's read!



Further Thinking

A company overview is a written introduction to a company that tells the reader about its products, service, mission, goals and strengths. It is an important document to create a positive public image and attract investors, employees, and customers. If you are going to introduce a company, what aspects will you highlight? Share your ideas with your class-mates.





Let's read!



Quality is the best strategy for success.

译文



Reading 2

Factors **Affecting** Quality

- 1 Product quality refers to how well a product meets industry standards and satisfies customer needs. Product quality is important because it affects the success of the company and helps establish its **reputation**.
- 2 The following are the basic factors that affect the quality of products:
- 3 Market. Because of technology advancement, there are many new products to satisfy customer wants. At the same time, the customer wants are also changing constantly. So, it is the role of companies to identify needs and then try to meet them.





影响质量的因素

1 产品质量是指产品满足行业标准和满足客户需求的程度。产品质量很重要，因为它能够影响公司是否成功，并有助于树立公司的声誉。

2 以下是影响产品质量的基本因素：

3 市场。由于技术的进步，有许多新产品可以满足客户的需求。与此同时，客户的需求也在不断变化。因此，公司的角色就是确定需求，然后努力满足这些需求。



Let's read!



- 4 Money. The increased global competition makes it necessary for companies to invest more in new equipment and manufacturing process. This should be **rewarded** by improved productivity. Also, companies can reduce the costs spent on maintaining good quality and preventing quality **failures**.

- 5 Management. Quality is not by chance; it is an **outcome** of sincere effort in an intelligent direction. Managing quality includes making wise choices of many **alternatives**, and the quality-**related** responsibilities lie with the management.

译文





4 钱。日益激烈的全球竞争使得公司有必要在新设备和制造工艺上进行更多投资。这些投资可以通过提高生产力来获得回报。此外，公司还可以减少用于保持良好质量和防止质量故障所付出的成本。

5 管理。质量不是偶然的；质量是在明智的方向上真诚努力的结果。质量管理包括对许多备选方案作出明智的选择，与质量相关的责任在于管理层。



Let's read!



- 6 Materials. From design to manufacturing, choosing the right materials ensures the highest possible standard for the finished product. This is a consideration that should be **taken into account** throughout the entire process, from the **initial** planning stages to the **delivery** of a final product.
- 7 Motivation. If each employee is highly motivated and takes the responsibility of achieving quality, there will not be any problem in producing the designed quality products.

译文





6 材料。从设计到制造，选择合适的材料能够确保成品的最高标准。从最初的规划阶段到最终产品的交付，整个过程都应考虑到这一点。

7 动机。如果每个员工都有高度的积极性，并承担起实现质量的责任，那么在按照设计来生产高质量产品时就不会有任何问题。



Let's read!



Words and Expressions



affect /ə'fekt/ v. 影响

reputation /'repju'teɪʃn/ n. 名誉, 名声

reward /rɪ'wɔ:d/ v. 回报, 奖励

failure /'feɪljə(r)/ n. 失败

outcome /'aʊtkʌm/ n. 结果, 成果

alternative /ɔ:l'tɜ:nətɪv/ n. 可供选择的事物, 替代物

related /rɪ'leɪtɪd/ a. 相关的, 有联系的

take ... into account 考虑, 重视, 体谅

initial /ɪ'nɪʃl/ a. 最初的

delivery /dɪ'lɪvəri/ n. 交付; 递送





Let's read!



Quality is the best strategy for success.

Task 1 Comprehension Check

Choose the best answer to fill in the blank in each statement below.

1. Companies should try to identify customer needs because _____.
 - A. customers are not satisfied with new products
 - B. customer needs are always changing
 - C. there are many competitors
 - D. they need to provide good service to customers





Let's read!



2. Companies can make up for the money invested in new equipment through___.
 - A. improved manufacturing process
 - B. increased global competition
 - C. good quality of the products
 - D. improved productivity and reduced costs

3. The_____ is responsible for the quality-related issues.
 - A. intelligent group
 - B. management
 - C. manufacturing personnel
 - D. market group





Let's read!



4. In order to make sure the finished products are of the highest standard, the management must choose _____.
- A. proper materials
 - B. low-cost materials
 - C. the best materials
 - D. alternative materials
5. The following elements are mentioned _____ as key factors that affect quality EXCEPT _____.
- | | |
|---|-------------------------------------|
| <input type="radio"/> A. motivation | <input type="radio"/> B. investment |
| <input checked="" type="radio"/> C. mechanism | <input type="radio"/> D. materials |

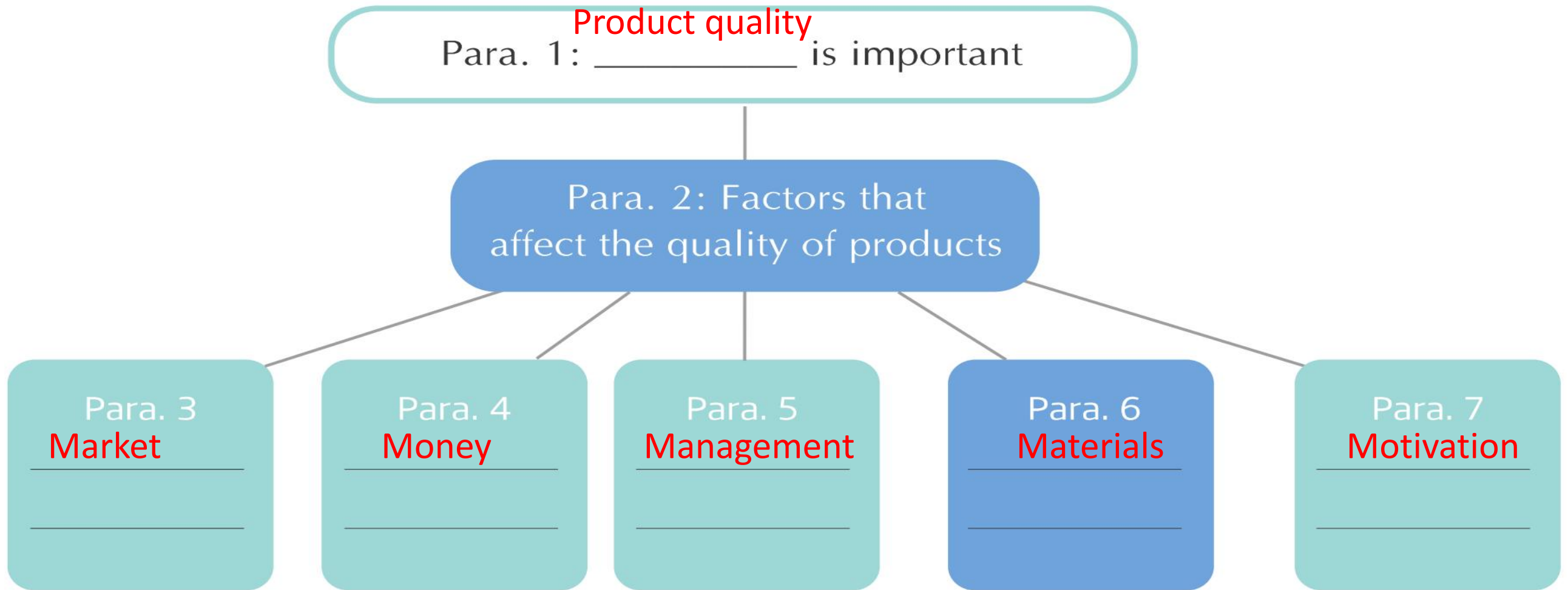


Let's read!



Task 2 Text Analysis

Fill in the blanks according to the topic of each paragraph.





Let's read!



Quality is the best strategy for success.

Task 3 Content Questions

Fill in the blanks to answer the questions.

1. What does product quality mean?

It refers to how well a product satisfies customer needs and meets industry standards.

2. Why is product quality important?

Product quality decides whether the company can be successful and helps to establish its reputation.





Let's read!



3. Why is it important for companies to make investment in new equipment and manufacturing process?

Because of the increased global competition.

4. What should the management do to ensure high quality?

The management should guide the business in an intelligent direction.

5. How does motivation influence the quality of products?

If employees are highly motivated, they will try their best to produce the designed quality products.





Let's read!



Quality is the best strategy for success.

Task 4 Translation Practice

Translate the following sentences into Chinese.

1. Product quality refers to how well a product meets industry standards and satisfies customer needs.

产品质量是指产品满足行业标准和满足客户需求的程度。

2. Product quality affects the success of the company and helps establish its reputation..

产品质量能够影响公司是否成功，并有助于树立公司的声誉。





Let's read!



3. Companies can reduce the costs spent on maintaining good quality and preventing quality failures.

公司可以减少用于保持良好质量和防止质量故障所付出的成本。

4. The quality-related responsibilities lie with the management.

与质量相关的责任在于管理层。

5. Choosing the right materials ensures the highest possible standard for the finished products.

选择合适的材料能够确保成品的最高标准。





Let's read!



Task 5 Vocabulary Expansion

The following words are different types of customer needs. Match them with their Chinese equivalents.

functionality

performance

convenience

design

reliability

efficiency

设计

design

效率

efficiency

可靠性

reliability

Customer Needs

功能性

functionality

性能

performance

方便

convenience





Let's read!



What other types of customer needs do you know? Do you know their English expressions? Exchange ideas with your classmates!





Culture Notes

中华民族自古就有以诚为本、以信为先的文化传统，**诚实守信**^①一直是中国的**传统美德**^②。孔子说，“人无忠信，不可立于世”，他还把“**言必信，行必果**^③”作为规范弟子言行的基本要求，把诚信看作做人立世的基点。**儒家**^④历来注重诚信，古今儒商也十分注重信用。“财自道生，利缘义取。”创造财富要符合经商之道，获得利润要符合做人的道义。将信誉作为恪守的**商业道德**^⑤，坚持靠信誉来赢得用户，这才是作为企业的经营之本。

① honesty and trustworthiness

② traditional virtues

③ Be true in word and resolute in deed.

④ Confucianism

⑤ business ethics





I am truly sorry for the inconvenience.

投诉邮件是消费者在遇到商品质量或服务问题时，向生产、经营企业反映问题的邮件。企业的客户服务人员在收到投诉邮件后应及时给予答复，从一定意义上说，也就是写一封道歉信。其写作要点通常包括以下几点：

- ◎主题行，简洁明了地表达邮件目的；
- ◎首段，对顾客投诉的内容表示道歉；
- ◎中间段，提出合理的解决办法和补偿措施；
- ◎结尾段，再次道歉，希望对方能够满意，表达未来继续合作的愿望。



Let's write!



回复投诉的邮件格式如下:

1. 主题

Subject:

2. 称呼

Dear ...,

3. 正文

Paragraph 1: State the purpose of the email. Make an apology.

第一段: 表达歉意

Paragraph 2: Offer solutions.

第二段: 提出解决办法

第三段: 再次道歉, 希望未来继续合作。

Paragraph 3: Express your apologies again. Show the expectation for future business.

4. 信尾客套语

Complimentary close

5. 写信人姓名和职务

Name of the writer

Position





Let's write!



Scenario

Imagine you are working as the customer service manager with H&Q Furniture, a company that produces furniture for household and office use. You've just received the following email and you need to respond to it as soon as possible.





Let's write!



Subject: Complaint about broken sofa

Dear Mr. Smith,

On March 1, 2022, I bought a sofa from your online store www.hqfurniture.com. The order number was 20220301452. I paid \$650.00 for the sofa and it was delivered to my home on March 10, 2022.

Unfortunately, one of the legs of the sofa broke off on March 31, 2022. I have not used this sofa in a way that would cause any damage. I contacted the online customer service but got no response.

Now I would like to return the sofa. I require your company to pick up this sofa and refund the \$650 I paid.

Please reply to my email as soon as possible, or you can reach me by phone at 870-357-2354.

Sincerely,

Jane Roe





Let's write!



I am truly sorry for the inconvenience.

Step 1 Decide how to handle the complaint and write down the measures.

As a customer service manager, you certainly don't want to lose a customer. You must try to make her satisfied and retain the customer, and returning the sofa and giving her a full refund is the last choice. Discuss with your partner what you can do to remedy the situation and satisfy the customer.





Let's write!



Step 2 Organize the response email and write an outline.

After you have the remedies for the situation, write an outline and note down the details.



Paragraph

1. Make an apology
2. Solve the complaint
3. Apologize again

Detail

I'm sorry that... I understand your frustration.

Deliver a new sofa. Two cushions as gifts.

I'm truly sorry for the inconvenience.... Let me know your decision.





Let's write!



Step 3 Write the response email following the correct format. Use clear expressions and be polite.



Useful Expressions

- I am truly sorry that ...
- I understand ...
- I truly want to remedy the situation.
- As a compensation, ...
- We hope to offer you better products ...
- Please let me know ...



The background of the slide is a composite image. The top half shows a blue sky with scattered white clouds. The bottom half shows a cityscape featuring a large, ornate Gothic building on the left and a multi-arched bridge on the right. A red double-decker bus is visible on the bridge. A blue diagonal banner is overlaid on the left side of the image.

03

Evaluating



Let's do a project!



I can comfort an angry customer.

Through this unit, we have basically comprehended the importance of product quality and how a company takes its responsibility to ensure quality and satisfy customers. Now, role-play the following scenario with your group members according to the steps.

Scenario

You are working in the Customer Service Department of Hspeed Broadband, a company that provides Internet connection service. Your job is receiving phone calls from customers. Now you are talking on the phone with an angry customer who is unsatisfied with the Internet connection at home.





Let's do a project!



Step 1 Apologizing and Comforting the Angry Customer

Student A calls to make a complaint. Student B makes an apology and promises to solve the problem within a certain period of time. Student B needs to sound sincere and polite.

Step 2 Reporting the Problem to the Technical Department

Student C is working with the technical department. Student B talks with Student C about the customer complaint and arranges the maintenance work.

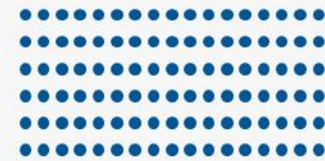
Step 3 Notifying the Customer of the Maintenance Work.

Student B calls the customer to tell him/her about the arrangement of the maintenance work and expresses appreciation.





THANKS





1. found /faʊnd/ v. 创建，创办

e.g. The company was founded in 1992 and occupied an area of 18,000 sqm.

本公司创办于 1992 年，占地面积约 18000 平方米。



2. philosophy /fə'ləsəfi/ n.

▲ 信条

e.g. Her philosophy of life is to take every opportunity that presents itself.

她的处世态度是不放过任何呈现在眼前的机会。

▲ 哲学

e.g. From his youth Nobel had taken a serious interest in literature and philosophy.

从青年时代起，诺贝尔就对文学和哲学极为感兴趣。



3. mission /'mɪʃn/ n.

▲（组织的）使命

e.g. The mission of our organization is to inspire, empower, and connect people to change their world.

我们组织的使命是激励、赋予人们力量，让他们联系起来，以改变他们的世界。

▲天职，使命

e.g. He viewed his mission in life as protecting the weak from the evil.

他认为自己毕生的使命就是保护弱者不受邪恶势力的欺凌。

▲（重要的军事方面的）任务

e.g. The UN troops are taking part in the peacekeeping mission.

联合国部队正在参加维和行动。

▲代表团

e.g. The exchange of goodwill missions greatly contributes to a better understanding between the two countries.

互派友好代表团大大有助于两国的相互了解。



4. vision /'viʒn/ n.

▲ 展望，憧憬，远见卓识

e.g. Our vision is a business world full of connection, meaning and prosperity for all.

我们的愿景是一个充满联系、意义和繁荣的商业世界。

▲ 视力

e.g. Cats have good night vision.

猫在夜间视力很好。



5. committed /kə'mɪtɪd/ a. 坚定的，尽心尽力的

be ~ to sth.

e.g. The President is committed to reforming health care.

总统致力于改革卫生保健制度。



6. diversify /daɪ'vɜ:sɪfaɪ/ v. 多样化，使多样化

e.g. Manufacturers have been encouraged to diversify.

制造商们被鼓励要做到产品多样化。



7. launch /lɔ:ntʃ /

▲ v. 上市，发行

e.g. The company hopes to launch the new drug by next October.

该公司希望在明年 10 月前推出这种新药。

▲ v. 发起，发动

e.g. We launched a big advertising campaign to promote our new toothpaste.

我们发起了一场声势浩大的广告宣传攻势来推销我们的新型牙膏。

▲ n. 推出

e.g. The last major product launch two years ago really solidified a couple of new markets for us.

两年前推出的上一个主要产品确实为我们巩固了几个新市场。